

OMER VANDER GHINSTE BREWERY

It all started in 1892, when Remi Vander Ghinste bought a house with accompanying buildings from a brewer for his 23-year-old son, Omer. That same year, the first barrels of Ouden Tripel (now VanderGhinste Oud Bruin) rolled out across the cobblestones of Bellegem. Omer delivered his beers by horse and cart in the region of Kortrijk. As brands didn't exist at that time, he gave the beers his own name: the "bieren Omer Vander Ghinste". He married a brewer's daughter, Marguerite Vandamme, the granddaughter of Felix Verscheure, owner of Brasserie LeFort on the Plein in Kortrijk. Thanks to this marriage, the little brewery's beers were discovered in the big city. He promoted them by placing stained-glass windows with the words "bieren Omer Vander Ghinste" in the front of pubs. As these windows were very expensive, it wasn't going to be possible to replace them with every new generation. So they named their first-born son Omer, marking the beginning of a long tradition: every first-born son since has been called Omer.

The brewery is known for its beers of spontaneous fermentation such as Vander Ghinste Oud Bruin or Cuvée des Jacobins but also for its top-fermented beers such as OMER. Traditional Blond and Brasserie LeFort.

Omer Vander Ghinste brews quality beers according to authentic recipes, in a traditional way, but using modern techniques, and hopes to continue this story for many generations to come.

BRANDS

- Cuvée des Jacobins
- OMER. Traditional Blond
- Brasserie LeFort
- VanderGhinste Oud Bruin
- Gueuze Jacobins
- Rosé Max
- Kriek Jacobins

FACTS & FIGURES

- Founded in: 1892
- Total production (2014): 85.000 hl
- Export (2012): 5.000 hl
- Number of breweries: 1
- Employees: 48

RECENT AWARDS

OMER. Traditional Blond

- European Beer Star - Gold 2009 - Belgian Style Strong ale
- World Beer Cup - Gold 2010 - Belgian Style Pale Strong ale
- Brussels Beer Challenge - Gold 2013
- World Beer Awards - Silver 2013 - Belgian Style Strong Pale

VanderGhinste Oud Bruin

- World Beer Awards - Silver 2013 - Dark Beer - Oud Bruin
- World Beer Awards - Gold 2014 - Best Oud Bruin

Cuvée des Jacobins

- World Beer Awards - Gold 2014 - Best Wood Aged Beer

Brasserie LeFort

- European Beer Star - Silver 2014 - Belgian Style Strong Ale



CONTACT

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DIVERSITY

We are brewing beers of four types of fermentation:

1. Low fermentation: Bockor (lager beer) and Blauw export beer (lager beer)
2. High fermentation: OMER. Traditional Blond: A blond high fermented beer, refermented in the bottle. Brasserie LeFort: A dark complex top-fermented beer, refermented in the bottle
3. Spontaneous fermentation:
 Rosé Max (raspberry taste): A spontaneously fermented fruit beer brewed with young lambic which contains no less than 25% of natural fruit juices.
 Cuvée des Jacobins: A 100% "foeder" beer, matured for 18 months in oak casks. Cuvée des Jacobins was an existing beer in the portfolio of Bockor, but has been re-launched on special demand of our US-importer. In the meantime, this beer also found its way to Norway and Canada.
4. Mixed fermentation: VanderGhinste Oud Bruin (earlier called Ouden Tripel and Bellegems Bruin). It is a South-Western Flemish red-brown mixed fermentation beer.

By creating this for different kinds of beers, Omer Vander Ghinste brewery has a complete product mix of high quality beers of spontaneous-, high- and mixed fermentation.

QUALITY

Quality standards have been the most important element for the brewery from the beginning. Because of our 120-year old tradition, quality is now embedded in our strategy and 100% guaranteed. In 1892 VanderGhinste Oud Bruin was the first beer that Omer Vander Ghinste brewed. It was then called "Ouden Tripel" and later "Bellegems Bruin". This South-Western Flemish red-brown beer is typical for the region. It was the time that every brewer brewed his own special beer. The basic ingredients are barley malt, wheat, caramel malt, hops and water. This produces a high fermentation beer. When this beer is mixed with a spontaneous fermentation beer that is at least 18 months old and has been matured in oak barrels, this specific South-Western Flemish ale is created. VanderGhinste Oud Bruin belongs to the HORAB (High Council for the Authentic Flemish Red-brown Beers) and aspires to European recognition for these types of red-brown beers.

BREWING EQUIPMENT

New technology and 120 years of brewing tradition go hand in hand in Omer Vander Ghinste brewery. In recent years we've invested in technologies to increase our capacity without taking space (as we are situated in the middle of a small village) and contribute to more automated processes, which are responsible for a better quality of the beer and a better efficiency overall.

The investment in 11 new oaken barrels (so called "foeders") needed for brewing Cuvée des Jacobins, is an investment in our brewing infrastructure 100% linked to the authenticity of our brewery. For the OMER. Traditional Blond (our high fermentation beer) fresh yeast and sugar is added after the maturation process and the filtering. The refermentation in the bottle takes place for 14 to 20 days in 5 new rooms warmed to 25°C.



MARKET ACTIVATION

Authenticity is a very important keyword in our market activation strategy. Omer Vander Ghinste brewery has 5 generations craftsmanship and 120 years of knowledge, but most importantly: This family owned brewery has a real non-fiction story.

When Omer Vander Ghinste started the brewery in 1892, he gave his beers his own name, as this was common in those days. The words "Bieren Omer Vander Ghinste" were in the front windows of the pubs. As these windows were very expensive, it was not an option to replace them at every change of generation. Since then every firstborn son was baptized "OMER". This fact was the basis for the launching of OMER. Traditional Blond. The word "traditional" refers to the 5 generations. Our horse-pulled beer carriage with which we drive about in different cities is another good example of that authenticity. The consumer not only needs good quality, but drinking beer must be an emotional experience as well.

Part of that experience is also found in the story behind the beers:

But the story goes back further into history. Omer Vander Ghinste was married to the granddaughter of Felix Verscheure, owner of Brasserie LeFort in Kortrijk. When Felix died, his granddaughter inherited the brewery and became part of the Omer Vander Ghinste brewery. In honour of that disappeared brewery, we called our latest beer Brasserie LeFort.

Cuvée des Jacobins is a 100% completely foeder beer, an undiluted lambic, matured in oak casks for 18 months. The name Jacobins refers to the famous French Dominican monastery, the Hospice Saint Jacques in Paris. Omer Rémi stayed there for a short time at the Rue des Jacobins during the First World War, where he had the idea to later issue the name for one of his beers.

OMER. Traditional Blond, Brasserie LeFort and Cuvée des Jacobins are three examples of a non-fiction story we have for our beers and on which we build our market activation strategy. Quality, authenticity and emotion: a perfect marriage to convince the consumer!

